

The logo for MAKER X, with 'MAKER' in white and 'X' in a multi-colored gradient (blue, green, yellow, red).

MAKER X

# IA today

Donna Spencer, June 2022

# About me

Principal Product Designer at MakerX

20+ years of design experience

Author of 5 UX books (2 of them IA)

@maadonna

Linkedin: Donna Spencer

At MakerX we design and build products for ventures and startups.



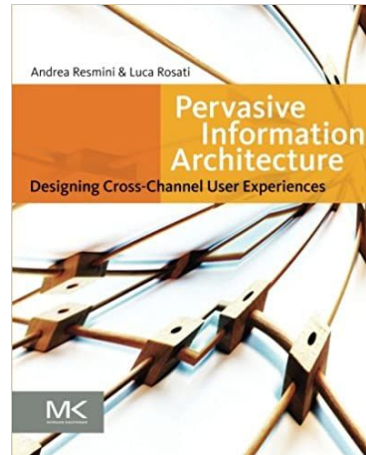
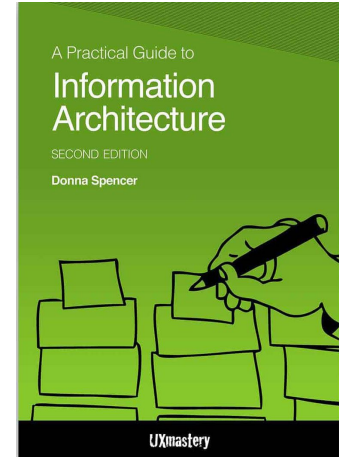
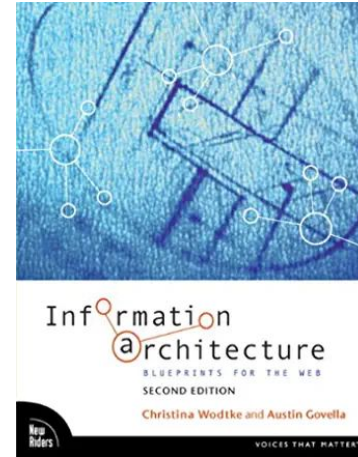
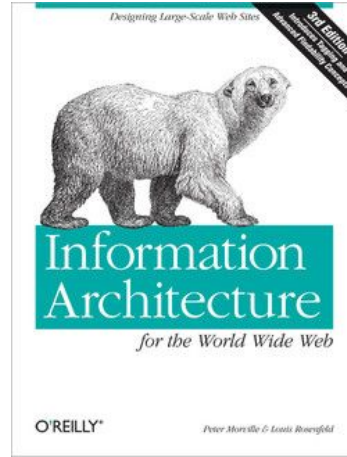
IA yesterday

# IA yesterday

Hierarchies,  
taxonomies, labelling

Practical

Not a strong theoretical  
base, so not clear how  
to use them today



IA today

# IA today

Large collections

Structured content

Headless CMS

Templated content

Algorithmic curation  
and display

Macro structure and  
page-level structure

Content marketing  
and SEO

AI-driven decision  
making

Automated relationships

# The common elements

Concept and content relationships - this goes with that

Structure and organisation

Communication for understanding

Built on rules and algorithms, not by hand

# The uncommon elements

These are very different project types

No consistent process or how-to

No consistent entry point

No-one is going to know IA is needed



Skills needed

# Skills needed

User research for IA!

What people understand already / need to understand

What they need

How they think

# Skills needed

Concept modelling

Content modelling - macro and micro

Categorisation

Classification

Taxonomy development

Questions?

# Thank you!

Find me at

- @maadonna
- LinkedIn: Donna Spencer (tell me you met me here)
- Work: [makerx.com.au](http://makerx.com.au)
- Books: [maadmob.com.au](http://maadmob.com.au)



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